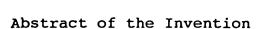
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A computerized system is provided for providing a salesperson with assistance related to training and sales 5 of parts corresponding to particular products. particularly, a computerized system incorporating a data storage device, a display apparatus, a part selection device and a user interface mechanism is provided toenhance the efforts of a parts salesman. The data storage device electronically stores graphic and textual partsrelated information including specifications, features and The display apparatus electronically customer benefits. displays portions of the graphic and textual information in order to provide training and sales assistance related to part features and customer benefits. The part selection device electronically selects a particular part by navigating through part choices menus based on stored part The user interface means controls the specifications. operation of the display apparatus and the part selection device parts so that each of the respective parts are operatively coupled and related to one another.

1993

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